

EVENT NAME

Ride the River Poker Run

EVENT LOCATION

The Riverwalk District

## EVENT DATES AND TIMES

Setup Date	July 20, 2014	Setup Start Time	2:00 pm
Event Start Date	July 20, 2014	Event End Date	July 20, 2014
Daily Event Start Time	3:00 pm	Daily Event End Time	6:00 pm
Dismantle Date	July 20, 2014	Dismantle End Time	6:00 pm

## EVENT DESCRIPTION

(To be included on the City of Reno's Website Special Events Calendar – maximum of 275 characters)

Riders will begin their journey at the Aces ballpark and enjoy a self paced ride along the Riverwalk and visit 10-12 participating locations. At each location the rider will receive one poker card custom designed by Triumph Tattoo.

At the end of the event riders will return to the Aces stadium and submit their best poker hand for a chance to win a Riverwalk District themed gift basket. All riders will have a choice of food and beverage included in their admission price and one free entry into the stadium for the Tacoma Rainiers vs. Reno Aces baseball game.

ON SITE CONTACT

Nellie Davis

ON SITE NUMBER

(775) 354-5667

I certify that the information contained in the foregoing application is true and correct to the best of my knowledge and belief. I have read, understand and agree to abide by the rules and regulations governing the proposed Special Activity or Event under the Reno Municipal Code. I understand that this application is made subject to the rules and regulations established by the City Council and/or the City Manager or the City Manager's designee. I agree to comply with all other requirements of the City, County, State, Federal Government, and any other applicable entity which may pertain to the use of the event venue and the conduct of the event. I agree to abide by all rules, regulations and permit conditions and further certify that I, on behalf of the Host Organization, am also authorized to commit that organization, and therefore agree to be financially responsible for any cost and fees that may be incurred by or on behalf of the event to the City of Reno. Such City Services may include, but are not limited to, Police, Fire, Public Works, Parks and Recreation, Business License and/or other necessary services provided by the City of Reno.

**Indemnification of the City of Reno.** By signing this application the applicant, and any organization the applicant represents, agrees to indemnify, defend and hold harmless the City and its officers, agents and employees (collectively "Indemnitees") from and against any claim, loss, damage, injury, death and liability of every kind, nature and description (including without limitation, incidental and consequential damages, court costs, attorneys' fees and costs of investigation) that arise directly or indirectly, in whole or in part, from or relating to any conduct of the applicant or the applicant's principals, agents, employees, subcontractors, vendors or invitees pursuant to any permit issued pursuant to this application. City does not waive, and specifically reserves, all of its statutory and common law defenses, including all protections under NRS Chapter 41.

## EVENT COORDINATOR'S SIGNATURE

EVENT COORDINATOR'S NAME Drussillia R. Garcia

## TYPE OF EVENT

See FAQ for clarification of event types

- ☒ Special Activity  
☐ Special Event – Parks  
☐ Special Events – Street / Sidewalk Occupancy

## EVENT WILL INCLUDE

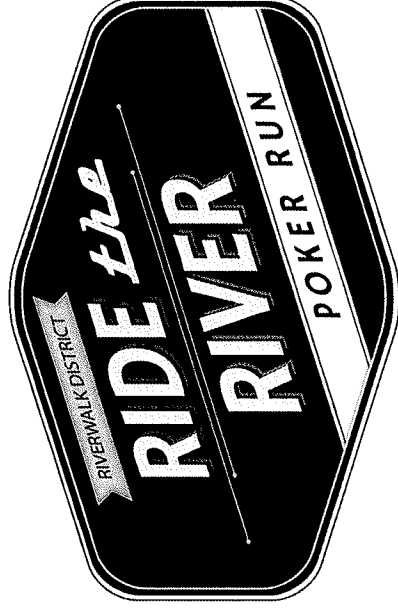
(check all that apply)

- ☐ Amplified Sound/Multimedia  
*Attachment A Required*  
☐ Street/Sidewalk Occupancy  
*Attachment B Required*  
☐ Alcohol Service  
*Attachment C Required*  
☐ Vendors/Exhibitors  
*Attachment D Required*  
☐ Privileged Sales  
*Attachment E Required*  
☐ Event Set-Up  
*Attachment F Required*  
☐ Park Usage  
*Attachment G Required*  
☐ Food/Beverage Service  
*Contact Washoe County Environmental Health Services (775) 328-2620*

*This application alone does not authorize a Special Activity or Event. Application must be reviewed by all necessary departments prior to permit issuance. Permit must be on-site during the event and must be shown, upon demand, to any member of the City of Reno Police, Fire, Public Works, Parks and Recreation, Business License Department(s) or City Manager's Office.*

HOST ORGANIZATION	Riverwalk Merchants Association	EVENT COORDINATOR	Drussillia R. Garcia
MAILING ADDRESS	PO Box 1606	CITY/STATE/ZIP	Reno, NV 89505
DAYTIME PHONE	(775) 825-WALK (9255)	CELL PHONE	(775) 815-9924
WEBSITE	www.renorrivier.org	EMAIL ADDRESS	dru@renorrivier.org
ONSITE CONTACT	Nellie Davis	CELL PHONE	(775) 354-5667
PUBLIC CONTACT	Nellie Davis	DAYTIME PHONE	(775) 354-5667
FEDERAL TAX ID	68-0514475	<input checked="" type="checkbox"/> HOST ORGANIZATION IS NON-PROFIT	
		Proof of current non-profit status must be included with application.	
ANTICIPATED ATTENDANCE:		DAILY	200
		TOTAL	200
<input checked="" type="checkbox"/> OPEN TO THE PUBLIC <input checked="" type="checkbox"/> ADMISSION WILL BE CHARGED \$ <u>35</u>			

↑ FOR CITY OF RENO OFFICE USE ONLY ↓			
Application Processing Fee* 0-49 Vendors	<input type="checkbox"/>	\$103.00	
Application Processing Fee* 50+ Vendors	<input type="checkbox"/>	\$258.00	
Temporary Vendor Business License	<input type="checkbox"/>	\$ 15.00 x	
Temporary Alcohol Permit, 1 Booth/Day	<input type="checkbox"/>	\$ 55.00 x	
Temporary Alcohol Permit, Add'l Booth/Day	<input type="checkbox"/>	\$ 22.00 x	
Fire Inspection	<input type="checkbox"/>	\$111.00	
Additional Fire Permits	<input type="checkbox"/>	TBD	Refer to "FD" Section
City Service Fee	<input type="checkbox"/>	TBD	Actual Cost of City Services
Late Fee	<input type="checkbox"/>	TBD	Refer to Reno Municipal Code
*Application fees must be paid at the time the application is submitted and are not refundable under any circumstances*			
TOTAL FEES			
TOTAL PAID			
INITIALS			
Reason Incomplete: <input type="checkbox"/> Complete <input type="checkbox"/> Incomplete <input type="checkbox"/> Fire <input type="checkbox"/> Zoning <input type="checkbox"/> Health			
DATE ENTERED	FAX TO		



**EVENT OUTLINE:**

Adults 21 and over will purchase admission at \$35 per person to the Ride the river event. The admission includes a poker run map created by the Reno Bike Project, entrance to the Aces game after the ride with a choice of either hot dog or pulled pork sandwich, chips, and a beer/soda, a t-shirt co-branded with Reno eNVy and the sponsor logos, bike valet courtesy of the Reno bike project and one free raffle entry.

Riders will begin their journey at the Aces ballpark and enjoy a self paced ride along the Riverwalk and visit 5-6 participating locations. At each location the rider will receive one poker card custom designed by Triumph Tattoo. Riders will receive discounts and specials from other area businesses.

At the end of the event riders will return to the Aces stadium and submit their best poker hand for a chance to win a Riverwalk District themed gift basket. All riders will have a choice of food and beverage included in their admission price and one free entry into the raffle for other great prizes.

A portion of the proceeds raised will be donated in a press conference to the Nevada Museum of Art to go towards sponsoring 1-3 students for the Summer Art Camp.

**THE PROCEEDS:**

- \$35 per person**
- \$5 - Tshirt
- \$5 Riverwalk Merchants Association
- \$1 Reno Bike Project
- \$18.50 Aces Ballpark (food + ticket)
- \$5.50 Nevada Museum of Art

**ASSOCIATED COSTS: Board Approval Needed**

- \$3,100**
- \$200 - City Permit Fee
- \$1700 - Liability Insurance
- \$1000 - Shirts (200 Shirts)
- \$200 - Aces down payment for food

Marketing costs will come from the allotted amount in marketing budget

**MARKETING OUTREACH:**

- 1-2 Ads and article in Reno Tahoe Tonight Magazine
- 1 Ad in Reno News & Review
- :30 Spots on KRZQ
- :30 Spots on KTVN Channel 2
- 300 Handbill Fliers
- 100 11x17 Posters
- 1-2 Email Marketing newsletters
- Social Media Outreach
- Press Release and Media Invites

**JULY  
20  
3-6 PM**

